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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NEWSLETTER

NAEB

OCTOBER 1956

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ANNUAL CONVENTION

Convention month is here, and with it plans are crystallizing for the 1956 program in Atlanta, Georgia, October 16-18.

Some special features are planned that will interest all convention-goers. Tuesday afternoon Dick Hull, Director of ETV Field Study 1955-56, will speak on "Educator's Broadcasting - A Report and Analysis." A panel of three persons will give their reactions to Mr. Hull's address. Brad Ansley, Director of Development, Emory University and President of the College Public Relations Association, will talk about "Radio and TV in the Public Relations Framework." A discussion follows his speech. Wednesday evening at the banquet, Dr. John E. Ivey, Jr. of the Southern Regional Education Board will give the address.

The curbstone clinics are all set up now, too. Wednesday in the TV study section, Loren Stone, KCTS, Seattle, will lead the discussion on "Management Problems." Later Armand Hunter, WKAR-TV, Michigan State, (William Brish, Director of Closed-Circuit TV in Washington County, Md. - the Hagerstown experiment, has been invited) will be heard on "Closed-Circuit TV." Alabama Polytechnic Institute's Ed Wegener will discuss "Low Cost TV Production Techniques" and Robert Hudson of the ETRC will talk about the "Educational Television Program Festival."

In radio, Robert Schenkkan of the University of Texas and Carl Menzer, WSUI, State University of Iowa, will discuss "Radio Program Ideas" and "Engineering," respectively. Two other clinics have yet to be arranged.

Thursday morning convention-goers will have their choice of a session on "Training Faculty for ETV" by Jack McBride, KUON-TV, Nebraska, James Miles, WBAA, Purdue, who will talk about "Radio's Use for Information, Publicity, Promotion and Public Relations," and Robert Schenkkan and the NAEB staff discussing the "Educational Radio Program Festival."

Registration begins the afternoon before the convention and it might be well for as many as can to arrive then. Registration is at 8 a.m. the next morning, but the first business meeting is at 9:30 and some may be rushed. The business meetings are planned for 9:30 a.m. Tuesday and 9 a.m. Thursday, with an additional meeting Thursday afternoon if necessary. Several committees are planning to meet and the NAEB Board will meet the day before the Convention.

As an added attraction, a barbeque will be held Tuesday night with Lockheed Corporation inviting you to be its guests.

Many other entertaining and informative events are planned, as you will see when your program arrives. Hope to see you all there! Be sure to come prepared to vote on Constitution and By-law amendments.

INSTRUCTIONAL TV

Awareness of educational television is sweeping the country. More than 100 colleges and school systems have closed-circuit TV teaching. People are beginning to realize the medium is here to stay and can contribute much to their way of life.

In Miami, Florida, struggling WTHS-TV of Dade County was written up in a three-day series in the Miami News that told its readers the advantages of ETV and how much it was needed. It quotes Vernon Bronson, WTHS-TV Acting Director as saying, "Educational TV serves a wide audience by presenting separate programs of specialized interest at varying times. It does not have to entertain..."

Television teaching is expanding rapidly, with new projects and programs being announced all the time. Several examples have come to our attention in the last few days. News of the most spectacular experiment comes from WTTW in Chicago, which is offering a 3-year program of courses on TV leading to a junior college diploma. The Chicago Board of Education is presenting the programs using the facilities of the city's junior colleges. After only three years of TV viewing and exams, the Board said, a student can get his diploma.

KETC, St. Louis, has developed the "College-of-the-Air" concept in cooperation with the major universities of St. Louis. This involves placing portions of the lower-level, multiple-section, required college courses on TV. The math department of Washington University has arranged to present its freshman math course exclusively by TV this fall.

The University of Washington, Seattle, Wash. is offering a twelve lecture telecourse over KING-TV on the "American Two-Party System." Groups of 10 or more enrolling in this course get a 10% discount of the usual $2 enrollment. The course "Rapid Reading" makes use of special equipment and unique camera devices that permit the telestudent to "use" the equipment at home to improve his reading speed. "Heritage of the Past" is a repeat of a course offered successfully last year.

Authorities are assured television students learn just as much as classroom students do. The personal contact is lost, of course, but TV teachers usually try to make up for this by being especially clear in their instruction. Fifty students taking a psychology course over WKRC-TV, Cincinnati, made higher grades than 50 others who took the same course on the University of Cincinnati campus. Average exam scores of 186 high school students viewing chemistry lectures over WCET-TV, Cincinnati, ran 4.49 points above a non-TV group of 202 students. A report made by San Jose State College in California presents evidence that closed-circuit TV can be used as therapy in treating the mentally ill.

TV schooling is no replacement of the college and university, however. In fact, enrollment for on-campus courses may be increased by television. Libraries may have to be enlarged to cope with the numbers of off-campus students using them.

NAEB RATES AT PRIX ITALIA

The NAEB entry "Sounds of My City" won the Italian Press Association prize of 1 million lire ($1600) in the Documentary class in the 1956 Prix Italia competition. The program was produced by Tony Schwartz and presented on WNYC, New York City's Municipal station. This is the second year in a row the NAEB American entry has won a prize.

Winning the Prix Italia award for the best musical entry was the Radio Netherlands program "Jobe." The Radio Italiana prize in this field went to the Italian entry "Baron's Game." "The Ruby" by Norman Dello Joio of Indiana University was the NAEB entry. In the field of drama, the Prix Italia went to the French entry, "Arithmetical Problems," and the Swiss program "Ballad for Tim" won the Radio Italiana prize.

Tony Schwartz, producer of the winning NAEB entry, is a young man who has spent the last 11 years carrying a tape recorder about with him as some people carry cameras. He has recorded some 45,000

sounds of New York City. His programs have appeared on CBS and Mutual, and he was recently one of the producers of a section of "Wide, Wide World" on NBC.

International Relations Chairman Seymour N. Siegel was pleased at the number of NAEB entries this year - 12 in music and 3 documentaries. Fulbright scholar Bernie Buck served as a member of the Prix Italia jury in Mr. Siegel's absence.

Next year because the NAEB will be represented on the musical jury, entries for the 1957 Prix Italia may be submitted only in the drama and documentary fields. Entries should be submitted before May 1, 1957, to Mr. Siegel, WNYC.

The JCET-sponsored Washington meeting of educational TV interests mentioned in last month's Newsletter seemed largely successful. Meeting to consolidate forces against attacks on their VHF channels, the representatives were assured by FCC Chairman McConnaughey that there's no FCC plan afoot to hustle educators out of their reserved channels. Representatives alsoplanned a "crash research" program to foster UHF growth.

-- Television Digest, September 8

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In case it slipped anyone's mind, October 31st is the deadline for applications for grants offered for study and training by the Fund for Adult Education to persons associated with mass communications. Radio and television people, teachers and workers in the field who would like to continue their education, are all eligible. Recipients of grants will be expected to participate in a one-week institute in July, 1957, but, aside from this, they can propose any program of study or practical improvement they think appropriate. A post card to: Leadership Training Awards (Mass Media), The Fund for Adult Education, 320 Westchester Avenue, White Plains, N.Y., can be used to request an application.

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LINES ON A CERTAIN BILINGUALISM IN THE NAEB NEWSLETTER

(see page 8 of the August, 1956, issue)

These are the Seminar rules;
Let there be no demur:
Girls, pack no satins or tulles;
Work clothes are de rigueur.

Ladies will not wear chapeaux,
Pillbox or cartwheel or cloche;
Stylish attire, you must know,
Will be considered tres gauche.

Sweaters and skirts for les belles,
Sport shirts and slacks for les beaux;
Jeans would be perfectly swell;
Business suits are de trop.

Though I'd like to go on plus encore,
My French is so weak that I can't
Would that my pen could write more!
Oh, for la plume de ma tante!

-- Ed Adams
NAEB Director Region VI

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Isn't it interesting to find out what happens to your old students? In a recent business letter from Jack F. Christie, TV & Radio Director for the Democratic National Committee, Mr. Christie mentioned he received his first radio course under Dr. Skornia at Indiana University in 1947.

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MEMO

from the EXECUTIVE DIRECTOR

This summer season fortunately has meant less traveling for yours truly. Two trips on which I might report briefly are those to Madison, Wisconsin for the Program Planning Seminar held from August 26 to September 1; and attendance at the University of Rochester's Canada-United States Conference on Communications. This Conference was held August 29 and 30.

I was not able to witness much of the work at the Program Planning Seminar at Madison. I did not arrive until Monday noon August 27, and left early the next morning for Rochester. However, I was present long enough to hear talks by Richard Hull and Robert Hudson, and to make one, myself, on the general role of the NAEB and Educational Television and Broadcasting. A full report will be available on this session and I shall restrict myself only to this brief mention. I feel the background provided by these talks and the one by Frank Schooley (which I missed) was valuable to the producers and program people who were going into very intensive sessions, where they would get down to specifics.

I might report at a little greater length on the Canada-U.S. Conference. In attendance were some 50 people from both Canada and the United States in areas of all types of communications: radio, television, magazines, news services, films and theatre, book publishers and so forth. The University of Rochester was our host and bore all the expenses of the Conference, including lodging and food for the time we were there plus fine conditions for "bull sessions" each evening before and after dinner. I have never seen finer organization or a host with a keener touch for what makes a guest comfortable.

While there I had a chance to talk to Don Lyon who is the NAEB representative for Rochester. He was formerly at Syracuse as you may recall. I also had an opportunity to renew acquaintances with Edward Stanley, NBC's Public Service Program's manager, Mr. Davidson Dunton, chairman of the board of CBC, Herbert Edwards, formerly chief of the International Motion Pictures Service of the U.S. Information Service (whom I had known while in the Foreign Service), and

various other individuals whom we have met at previous educational conferences.

Since this was a closed conference and the proceedings will identify nothing with the persons saying it, I shall not give any complete report on developments here. However, there were two or three things I thought might be of interest to you.

Davidson Dunton, for example, pointed out how the economy of the relations between the United States and Canada favors the import of programs from the United States rather than the production of original programs themselves on any large budget or scale. Seventy per cent of the programs on the Canadian Networks offered for private stations are Canadian-produced. However, the private Canadian stations find from 70-80% of the programs they put on the air are U.S. programs. Television fare is over 50% Canadian. In the French Service only about 10% of the programs are U.S. programs. A large share of the Canadian population is close enough to American borders so they can use American stations for direct listening to television. Toronto stations, for example, get only about 30% of the television audience; the rest of them listen directly to U.S. stations. The percentages are not so high in radio. Fewer listeners listen direct to U.S. stations, but since so many of the programs on their own stations are U.S. programs, they find they are better informed about American radio, American commercials, and American enterprise than U.S. citizens are about Canadian.

The Canadian flow into the United States in all media is relatively small. American Networks do occasional items about Canada, it is true. And there is some U.S. listening to Canadian radio along the northern border. A great many listeners to such programs express great pleasure at the high level of the CBC programs.

There is also a little U.S. viewing of Canadian television. Exchange between the two countries does not have any great obstacles in the areas of radio and television. However, I did what I could to rally support for a solution of the union, customs and other obstacles which make difficult the kind of interchanges of programs which would be most valuable to us. This was taken into account and I hope something may be done about it eventually.

The situation in fields other than broadcasting is not particularly different from that I have just mentioned. Ninety to ninety-five per cent of all the films in the theatres of Canada are non-Canadian. Five per cent or less are from England and about 1 1/2 full-length feature films are produced each year in French and sometimes find their way into American theatres.

The problem that came in for the longest discussion at the conference was the recent 20% tax which Canada recently began to levy on Canadian editions of American magazines distributed in Canada. About the only two large U.S. magazines affected by this tax are Time and Readers Digest. And, of course, there is no tax on any magazine published in the United States and exported to Canada. The tax is only on those magazines which take Canadian advertising, in order to finance special Canadian editions, and was levied on these magazines to protect Canadian magazine publishers who seemed to be going out of business at a rapid rate. This problam came in for a good deal of discussion, particularly by the representative of the Canadian MacLean's Magazine, Life and Readers Digest. I won't go into the various arguments presented on both sides, except to say that I believe the general conclusion was that this was not a tax on ideas or interchange of information. It was only a tax on advertising.

All in all, this meeting was a very fine one, characterized by a frank interchange of ideas. We were pleased to have been privileged to represent the educational U.S. stations.

On September 13 I met Keith Engar, who is to be our Fulbright scholar to Paris, in Chicago to discuss projects and liaison. He and his fine family were en route to New York, from where they sailed on one of the French Line steamers, after another briefing from Sy Siegel, International Relations Committee Chairman in New York.

Mr. Siegel had earlier briefed Bernie Buck and sent him on his way to Rome, where Bernie will be following in the footsteps of Graham Hovey, our earlier Fulbright to Italy. Bernie can be reached through Radio Italia; Keith through Radiodiffusion - Television Francaise.

We wish both well, expect great things from them, and hope to have regular reports for the Newsletter.

Bernie has already served on the Prix Italia Jury in Mr. Siegel's place since he was unable to get there, and has generally begun to settle down. I urge you to look elsewhere in this issue for a feature about how we fared again this year in the Prix Italia International Awards Documentary Division. As I write this I have the barest facts and have requested enough additional data from Mr. Siegel to include separately.

My annual convention report to the membership is being prepared separately and will be available at the Convention. I hope to see as many of you as possible in Atlanta.

Madame Magdeleine Paz, in charge of international exchanges for Radiodiffusion-Television Francaise, and one of the most brilliant minds in the literary and broadcasting field of the Western World will be one of the many distinguished guests you will want to meet there. Be sure you've got your hotel reservation in; we're counting on a fine meeting.

EXECUTIVE DIRECTOR'S BOOK REVIEWS

Belson, William A.
The Effects of Television Upon the Interests and the Initiative of Adult Viewers. Mimeograph Report. London 1956.

Mr. Belson is Senior Psychologist of the Audience Research Department of the BBC. He points out that this was not an official BBC inquiry, having been conducted in a purely private capacity. However, it had financial assistance from the Research Fund of the University of London and from the British Broadcasting Corporation.

This study was undertaken in response to the considerable speculation in the Press and elsewhere about what television was doing to people here in Britain.

Television's effect on Interests (considered generally) has been to reduce them: this applies not only to activity level (the loss is

10%), but also the viewers' identification with those interests (the loss is 5%). Television also reduces the frequency of occurence of acts of Initiative (the loss is 6%). With both interests and initiative, the loss is substantial in the early years of set ownership (about 15%), but thereafter a recovery sets in which is nearly complete after about 5 years.

Mr. Belson explains that this study was carried on partly in answer to the conjectures of many people in the Press, many critics and individuals in Britain who expressed much the same concern that is expressed in America about the effect of television on people's lives. He was concerned as to the truth or falsity of the argument that "long hours are spent sitting watching television which reduce the viewer's tendency to do things or think things off his bat -- on his own initiative."

He points out the care with which he set up a mechanism that would take into account the fact that much of the difference in the reaction of viewers as compared with non-viewers would not be attributable to television, but to the fact that the viewers and non-viewers are different to start with.

Returning briefly to Mr. Belson's findings that there was a considerable recovery in interests and initiative after ownership of a set for a lengthy period, he found: "Viewers who were in their first year of ownership suffered a loss of 14% in their activity level; those in their second year were also down by 14%; those who'd been viewers for between two and four years showed a loss of 10%; and those who'd been viewers for between four and six years showed a loss of 3% in activity level." In spite of this considerable recovery over a three to five year period, Mr. Belson goes on, "This does not mean, however, that we are over the hump or anything like it. Assuming that the rate of buying (of sets) continues at anything like its present rate and assuming that the rates of loss and recovery continues to be as I found them, then for the next five years at least the total amount of loss to the community is going to go on increasing and a substantial recovery can't be expected for quite a long time."

Further analyzing Mr. Belson's findings, "With 'going to see ballet,' identification was down by 11%. With Politics in Great Britain, identification was down by 6% and activity in the form of read-

ing about political events--down by 13%... Interest in book reading was also well down, as was card playing. There were losses, too, in viewers' interests in 'places of historic interest here in Britain;' also, in their interest in 'events in different parts of the world.' There was less reading about 'modern developments in science,' and less reading about 'international and world affairs.' "

"With sporting events, there is, contrary to some people's expectation a slight but significant increase in attendance amongst viewers. Two individual sports fare very well, namely soccer and horse jumping. With each, television has produced a large increase both in identification and attendance."

"Whereas television tends to reduce the more artistic interests, there is at least one striking exception, namely, interest in 'going to see paintings.' Here, television has produced an increase in attendance of the order of about 30% - a finding which is supported by the increased attendances at art galleries following television programs about them. (Therefore) though the general effect on interests is to reduce them, there are some sharp exceptions to that rule, some running against current expectations."

Mr. Belson is interested in whether television programs specifically on topics in the fields of interest which seem to suffer from television viewing, can compensate in some way or overcome the generally erosive or stilling influence of television as a whole. Can treatment of an interest itself on television overcome that general and initial handicap? He concludes "If you were thinking of introducing television solely for proselytizing purposes, either in commerce or in culture, I think you'd need a 'yes' answer in answer to that question. With some important exceptions, the general answer appears, however, to be 'no.' "

Mr. Belson, in the list of interests which he analyzed, mentions some of the 50 or so as gardening, going to the movies, attendance at sports events, interest in fashions, interest in science, photography, club attendance and association work, and many others to the total of 50.

In conclusion, Mr. Belson says, "We must in the end ask - of this medium with a handicap - we must ask of this television medium

if it is the one to use if we want to motivate or proselytize. Certainly we can say 'just any old program' won't succeed and that to come out on the credit side a program has to have something special - special in subject matter and in treatment. I can't help thinking there is something here for commercial as well as cultural crusaders to think hard about."

Cater, Douglass
"The President and the Press." The Annals of the American Academy of Political and Social Science, September, 1956. pp. 55-65. (Mr. Cater is Washington Editor of THE REPORTER)

Mr. Cater begins by saying "It is hardly overstating it to say that the American fourth estate has become a de facto, quasi-official fourth branch of government, its institutions no less important because they have been arrived at informally and, indeed, almost haphazardly."

Mr. Cater points out the prestige which bureau chiefs in Washington enjoy, calls attention to the fact the government has built within itself a correspondingly large mechanism for handling Press relations which uses almost twice as many people as the Press itself uses for such purposes. The Press determines by its questions at Press Conferences which matters are to be brought forcibly to the attention of the President and in what way. Mr. Cater calls the President's weekly Press Conference his primary and most systematic effort to communicate with the people. In the Press Conference, to quote Mr. Cater, "the President can converse with the public rather than preach to it."

The author goes on to point out the great power of the utterances of the President in Press Conferences. "A casual word at his Press Conference has often broken log jams that were threatening the enactment or the administration of important programs." Quoting further, "The Press, not he, controls the pattern, the flow, and, to some extent, the mood of the Conference."

Mr. Cater quotes from Charles Beard who says, "I believe no President should be encouraged or forced to speak off hand on any grave question of national policy."

The author then mentions the conflict of attitudes about how the President should be treated in Press Conferences. He says this goes directly to the dichotomy between the President who reigns and the President who rules - the leader who symbolizes our national purpose, and the one who is to be held accountable for the acts of his lowliest subordinates. He discusses the beginning of modern Press relations under Theodore Roosevelt. He discusses Press relations under various other presidents, including Harding, Coolidge and Hoover. He takes up the halcyon days under President Roosevelt, and briefly discusses the press conferences which became more formalized under President Truman.

He then proceeds to an analysis of President Eisenhower's Press Conferences. Since quotation of some of Mr. Cater's remarks on this might be interpreted as political, I omit all those which might be so construed, and go to those non-political observations which I think of value to educators.

Mr. Cater points out that the entry of TV and movie cameras into Presidential Conference in the spring of 1955 was actually triggered in large part by the development of the remarkable fast Eastman Tri-X film, which eliminates the necessity of great numbers of klieg lights. He continues, "It had been the lights more than the cameras which had concerned Press Secretary Hagerty."

The revolution caused by the entry of TV, in the activities of the average newspaper reporter, is considerable. "Almost before he can file his own copy, both he and the President have been viewed on TV screens all across the country. He has become, say these critics, an unpaid extra in a gigantic publicity show." Mr. Cater says there are contrary views. "By accommodating all the mass media, the President can more easily communicate with the citizenry." As a result the reporter is now less of a mere recorder and can become a more creative interpreter.

Most of the balance of Mr. Cater's article would again, I'm afraid, be classed as political in his evaluations of Mr. Eisenhower.

They are therefore omitted. This review is included only because our belief that such studies should be of interest to educational broadcasters, particularly those NAEB members who teach for a broader understanding of the social and political effects and uses of our media.

We Goofed!

Apologies are in order to Station WKAR, Michigan State. They are the ones who produced "Great Lakes - Pathway to Progress" and last month the Newsletter gave the credit to WUOM, University of Michigan. Our faces are really red over this slip.

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The National Education Association, to observe its Centennial in 1957, has published a 12-page leaflet "To Consider Education in a Changing World" which contains outlines of seven topics and a plan for reviewing the history of local schools. This leaflet is available without charge to community group leaders such as club presidents and members of educational committees. Write to:

Centennial Office
The National Education Association
1201 Sixteenth Street Northwest
Washington 6, D.C.

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The semi-annual meeting of the ETRC officials and affiliates is scheduled for Atlanta, Ga., October 18 & 19, following the NAEB Convention, October 16-18.

TV TEACHING

October 1st New York schools began their first experiment in closed-circuit ETV with the hopes of expanding to 25 installations in five years. The closed-circuit programs are intended to teach pupils, improve and expand teacher-training programs and provide a method of meeting increased enrollments. The state rented the equipment for the period between October 1, 1956 and April 30, 1958 for $179,000. Closed-circuit systems are installed at state teachers colleges in Albany and Brockport and in high schools in Hempstead and Levittown, L.I. Under the plan, high school students will receive instruction from outstanding college teachers, and college students will be able to observe high school pupils during instruction.

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First-year algebra taught by the University of Nebraska in a combination TV-correspondence course is being shown over KUON-TV. Telecourse sessions reach approximately 125 high school youngsters in Waverly, Beaver Crossing and Louisville, Nebraska. The project is supported by a $15,000 one-year grant from the Fund for the Advancement of Education.

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With some well-mapped plans in mind for future expansion, Duquesne University placed into operation September 17 a campus based, closed-circuit TV studio. Designed to complement WDUQ-FM as a practical experience laboratory for radio-TV students, future plans call for the studio to teach certain classes and provide high quality TV programming as a public service.

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"Front-row seat" education advances at Hagerstown, Md., as the all-county, closed-circuit ETV system swings into action. Starting September 10th with the first day of school, children became accustomed to getting part of every day's lessons over TV. Washington County officials expect the quality of teaching to improve through constant TV stimulus. At any rate, after the first week's trials the situation looks most encouraging.

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The Alabama ETV Network is offering three courses for college credit that started September 24th. They are "History 21," "Math 15" and "Spanish 1." Each carries three hours of credit. Viewers must be either qualified freshmen or over 21 and have a high school diploma. They must pay a registration fee, buy the text and take the exams.

---Inside Channels, September, 1956

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The second year of New York University's teaching experiment through closed-circuit TV began last month under a grant of $35,213 from the Fund for the Advancement of Education. Three courses - "College Composition" "French Reading," and "Man's Cultural Heritage" - will be televised to some 300 students during the fall semester. A fourth course, "The History of Civilization," will be added in the spring term.

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Marquette University this fall will take its first step in TV education with the introduction of a "Philosophy and You" series to be televised by Milwaukee Station WXIX. Qualified enrollees will receive one semester credit after taking a two hour written final exam on the campus at the conclusion of the course.

BOX SCORE

Total TV Stations - 487 (391-VHF, 96-UHF) includes 22 non-commercial

Total AM Stations - 2896 (includes 35 non-commercial

Total FM Stations - 621 (includes 138 non-commercial

excerpt from TV Digest

These 8 educational TV stations, according to Ralph Steetle, executive director of JCET, are due to go on the air by next June 30.

WYES, New Orleans (Ch. 8)
WETV, Atlanta (Ch. 30)
WHYY-TV, Philadelphia (Ch. 35)
WMVS-TV, Milwaukee (Ch. 10)
KCTE-TV, Minneapolis-St. Paul (Ch.2)
WIPR-TV, San Juan, P.R. (Ch. 6)
WMUB-TV, Oxford, O. (Ch. 14)
Athens, Ga. (Ch. 8), no call letters assigned

These 22 stations are already on the air:

KUHT, Houston (Ch. 8)
WKAR-TV, East Lansing (Ch. 60)
WQED, Pittsburgh (Ch. 13)
KQED, San Francisco (Ch. 9)
WHA-TV, Madison, Wis. (Ch. 21)
WCET, Cincinnati (Ch. 48)
KETC, St. Louis (Ch. 9)
KUON-TV, Lincoln (Ch. 12)
KCTS, Seattle (Ch. 9)
WTIQ, Munford, Ala. (Ch. 7)
WUNC-TV, Chapel Hill, N.C. (Ch. 4)

WGBH-TV, Boston (Ch. 2)
WBIQ, Birmingham (Ch. 10)
WILL-TV, Champaign, Ill. (Ch. 12)
WTHS-TV, Miami (Ch. 2)
WTVS, Detroit (Ch. 56)
WTTW, Chicago (Ch. 11)
WOSU-TV, Columbus, O. (Ch. 34)
KRMA-TV, Denver (Ch. 6)
KETA, Oklahoma City (Ch. 13)
WAIQ, Andalusia, Ala. (Ch. 2)
WKNO-TV, Memphis (Ch. 10)

FCC ACTIONS

FCC Chairman George McConnaughey pointed out the eve of the Cellar Committee hearings in New York that "duplications" in congressional investigations hurt the public by putting an unnecessary workload on government officials. McConnaughey said Congressional investigations "so long as they are sincere" should be welcomed, but referred to the number of committees that have looked into FCC matters.

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The Senate Commerce Committee has urged the FCC to hurry up its program for shifting TV stations to UHF. The Committee issued a report saying an all-UHF system would have many advantages.

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The FCC denied a request by Rib Mountain TV, Inc., Des Moines, Iowa, to shift the reservation for an ETV station from Channel 11 to a UHF channel. Rib Mountain is the license of WGTV, Channel 17.

---the above 3 articles credited
to the AP News Service

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The 44th educational TV grant was awarded by the FCC last week when the University of Georgia, Athens, received a construction permit for Channel 8.

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"A news commentator describes his 31 years in broadcasting from the pioneer days of radio to the advent of his TV career." The author is commentator for the AF of L over Mutual.

Harris, Robin S., Andre Laurendeau and Neil Morrison. A Symposium "Is Television a Threat?" Queen's Quarterly. Vol. LXIII, #2 Summer, 1956.

Three men's opinions of the effect TV has had on the cultural habits of Canadians. These were papers discussed at the annual meeting of the Humanities Assoc. of Canada last June.

Head, Sidney W. Broadcasting in America. Boston, Houghton Mifflin. 1956.

The author, first president of the newly organized Association for Professional Broadcasting Education, has written a text on broadcasting as communications in which he discusses its various aspects from its beginning to date, taking the view that the system which has emerged in the U.S. is well suited for our economic, social and political needs.

Hurlbert, Raymond D. "Educational Television in Alabama." State Government. Vol. XXIX, #2. February, 1956.

An article telling how the Alabama state ETV network got its start and some of the things they want to accomplish.

National Survey of Television Sets in U.S. Households - June, 1955. New York, Advertising Research Foundation, 1955.

The first of two reports conducted by the Bureau of Census. Gives distribution for inside and outside standard metropolitan areas; urban and rural residence and population size class; size of household; four Census geographic regions; and five Nielsen TV index territories.

Paulu, Burton. British Broadcasting. Minneapolis, University of Minneapolis Press. 1956.

The development of British Broadcasting Corporation, with major emphasis on program descriptions, but also discussions of audience reactions, finances, staff and technical facilities.

Rotha, Paul, ed. Television in the Making. New York, Hastings House. 1956.

Collection of 20 articles on the various phases of TV from the British point of view.

Seldes, Gilbert. The Public Arts. New York, Simon & Schuster. 1956.

The author of The Seven Lively Arts continues his analysis of the entertainment field.

Skornia, Harry J. "The National Association of Educational Broadcasters." Bulletin of the European Broadcasting Union. Geneva, Switzerland. Vol. VII, #38. July-August, 1956.

An article explaining how the NAEB was formed, how it operates and serves the educational broadcasters of the U.S.

Teaching by Closed-Circuit Television. Washington, D.C. American Council on Education, 1785 Massachusetts Ave. N.W. 1956.

"Report of a conference sponsored jointly by the Committee on Television of the AEC and the State University of Iowa, Iowa Communications Center, February 26-27, 1956."

Television's Daytime Profile. New York, Advertising Research Foundation. 1955.

Report of a survey by W.R. Simmons & Associates, Inc. for the National Broadcasting Company, giving buying habits and characteristics of the TV audience.

Vidal, Gore, ed. Best Television Plays. New York, Ballantine. 1956.

Eight hour-long TV dramas by Horton Foote, Rod Serling, Reginald Rose, Gore Vidal, Paddy Chayevsky and others.

An article on closed-circuit TV "now and for the future" appeared in the September issue of Educational Screen & Audio-Visual Guide. Written by Philip Lewis, the article is a concise account of the facilities available in closed-circuit TV and how useful the system is for teaching. Line drawn illustrations of the systems add interest to the article. Quite a fine piece of work by a man who has helped build a sound and far-sighted audio-visual program at Chicago Teachers College.

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A study of teaching by television, "Instructional Television - An Inventory" by Hideya Kumata has been completed. This work, sponsored by the University of Illinois Institute of Communications Research, is limited in scope to "deliberate instruction courses by television . . . credit or non-credit." The work is complete in every sense of the word - a compilation of data available only in fragments elsewhere. It is hoped this study will soon be published.

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The lead article in the August 31st issue of Radio Times, magazine for BBC programs, is "Television is Linking the World" by Paul Rotha. The story is of the making of a film "The Challenge of Television" which shows how the new medium is breaking down barriers between the nations. More than 30 TV services (including the U.S.A.) contributed to the 45-minute documentary. UNESCO and the BBC jointly sponsored the film.

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NEWS OF MEMBERS

According to the University of Miami Radio-TV-Film Department's annual report, more students majored in radio-TV subjects last year (179) than since the department's founding in 1947.

GENERAL Operating space was doubled last year and the first summer workshop in TV and film production was successfully conducted.

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An article in the 1956-57 WOSU Program Bulletin by Dr. Arthur Foshay, Director of the Bureau of Educational Research at Ohio State, is called "Let's Teach Listening." Dr. Foshay explains how children hearing the "Ohio School of the Air" over WOSU in class are being taught to really listen. Their attention is caught and they are receptive to what they hear.

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WHYY-TV, Philadelphia's community sponsored ETV station, is moving nearer to operation. Their TV antenna, tower and FM antenna will reach 587 feet. The station expects to be on the air by November.

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KSLH, St. Louis, begins its 7th year of radio broadcasting to St. Louis area classrooms. This semester 46 different program series will be carried: 24 are pin-pointed for elementary school listening, 9 for high schools and 13 for college.

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WHA-TV, Wisconsin, had its attorneys file a protest in Washington, D.C. and petition for reconsideration of the FCC action that granted WPRE permission to change from 1280 kc. to 980 kc. Engineering studies show such operation would damage WHA's signal in four Wisconsin counties.

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WQED, Pittsburgh, increased its effective radiated power from 25.07 to 138 kw with a special telecast from the station's transmitter. The boost in power was made possible by grants of $50,000 from the U.S. Steel Foundation and $30,000 from the Howard Heinz Endowment.

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The Metropolitan Educational TV Association, Inc., in New York has announced plans to construct the city's first ETV production center. The center, to be located in the Carnegie Endowment International Center, opposite the UN building, will produce programs for release in New York City and to ETV stations throughout the country. METAhas received foundation grants adequate for the initial construction and operation costs.

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Vernon Bronson, Assistant Director of the Department of Radio-TV Education in Dade County, Florida, (WTHS-TV) reports the Miami News (which has fought ETV tooth and claw for so long) has suddenly reversed its policy. A series of three long, praising articles appeared in the paper September 5, 6, and 7. Written by Jane Wood, a News staff writer, the articles prodded Miami citizens into awareness of Dade County ETV, what it can do if it has enough funds and how well it has been laboring along without them.

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KQED, San Francisco, moved into their new studio at 525 Bryant Street September 10th. The first "live" program to be televised from the new quarters went on camera September 24th.

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A rebuilding and modernization program for New York University's two radio studios continues with the arrival of new radio equipment that will enable NYU to double the scope of its operation. The modernization program provides for two studios with control rooms, each having up-to-date, two-channel control equipment. Installation began in September.

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PERSONNEL

David M. Davis fills the newly created position of TV Production Manager for WGBH-TV, Boston. During the past year Mr. Davis was Director of Television for WUNC-TV, Greensboro, N.C.

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Rudy Bretz, one of TV's top programming and production consultants, has been appointed to the theater arts faculty at UCLA. He has been active in ETV, among his duties he served as consultant to the Alabama ETV network and the Australian Broadcasting Commission. He will head Television Production on the UCLA campus.

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Peggy Fisher, formerly enrolled in the training program of WKAR-TV, Michigan State, has joined the staff on a full-time basis as production assistant.

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The new Program Supervisor for Radio-TV at Indiana University is Dr. James Lynch. Dr. Lynch was previously a producer-director at the Television Center at the State University of Iowa.

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Mrs. Esther J. Olson has been appointed director of radio station KWLC and associate professor of speech at Luther College, Decorah, Iowa. She succeeds Leslie G. Rude, who is enrolling as a graduate student in Speech at the University of Illinois after serving three years at KWLC.

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WGBH-FM, Boston, announces the appointments of Jack D. Summerfield as FM Manager, William H. Cavness as Senior FM Producer, and Lillian K. Akel as FM Producer.

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Joseph T. Owens, associate general counsel of the Pittsburgh Plate Glass Company, heads the Business and Industry Division of WQED's 1956 campaign for operating funds which was launched on September 4. Mr. Owens has been active previously in fund drives for the city's ETV station.

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Dr. Ryland W. Crary has joined the ETRC staff as director of education. He was formerly an educational research specialist at Washington University in St. Louis.

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Earl Wynn, chairman of the department of radio, TV and motion pictures at the University of North Carolina Communication Center at Chapel Hill, has been appointed director of television at the Chapel Hill studio of WUNC-TV. He replaces Duff Browne.

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Raymond D. Hurlbert, General Manager of the Alabama ETV Commission, has an article in State Government magazine on Alabama's state-wide ETV network. In it he explains the network's "birth pangs" and tells what they hope to achieve, as well as giving those who helped toward its completion a well-deserved pat on the back.

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Robert C. Rowe of Albany, N.Y., has been appointed New York State ETV Consultant. He will assist Dr. Francis E. Almstead in the administration of state ETV projects. Rowe has been assistant producer-coordinator for Michigan State "University of the Air" telecourses.

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Personal Notes from Headquarters

We've had three babies and a marriage since the last issue of the Newsletter, and in line with our policy of keeping you informed, here are the details:

Miss Judith Peterson, Placement Officer and Newsletter Editor (but not for this item) became Mrs. Leonard Stevens on August 31. Mr. Stevens is a senior in the College of Commerce (majoring in accountancy) at the University of Illinois.

Mrs. Jack Youngquist (Joanne), who you'll recall had worked for us two years until she resigned on August 10, gave birth to a baby girl five days later on August 15. (That's real devotion to your job when you stay with it that long. She had originally planned to leave the end of June, but stayed on when the staff turn-over became so bad we were beginning to flounder helplessly.) The new daughter is named Cheryl.

Mrs. Harvey Arden (Harvey's a duplicator operator for the Network and one of our finest workers) gave birth to a son, Thomas Benedict, on September 2. And, surprisingly, Harvey was so modest about it some of the staff didn't hear the news for several days.

Nancy Undersood (Network Manager Bob Underwood's wife) also got into the act when she went to the hospital and had a boy, David Michael, on September 14. Bob and Nancy just missed having their son on their first anniversary which was September 10. (And Nancy's birthday was the 20th. That's going to be a busy ten-day period from now on.)

We might also add, without mentioning any names, that two other of our employees are wearing maternity clothes these days. Don't know what there is about this place. Our dilemma is increasingly obvious.

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Dr. John Schwarzwalder, ETV pioneer, resigned from the University of Houston September 30th to become general manager of the Twin City Area ETV Corporation in Minneapolis, Minnesota. The University of Houston announced one of Dr. Schwarzwalder's main reasons for leaving was a far more attractive salary. In conjunction with this the Houston Labor Journal editorialized "Houston Loses Again - The Twin Cities are to be congratulated, Houston has lost, our educational system has lost." We join all John's well-wishers and many friends in Houston, in our congratulations and best wishes.

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Robert J. Nissen, transmitter and studio engineer at KRON-TV for the past five years, has been named studio supervisor of KQED San Francisco.

PROGRAMS

ETRC has put out a two program series on "National Agricultural Policy." Designed to answer questions from today's voters about the "farm vote" the series presents unbiased explanations of such problems as the farmers position in the business cycle, what parity is, etc.

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WKNO-TV, Memphis, will conduct a series of live telecasts on medical topics of general interest beginning in November. The series features local physicians presenting a variety of medical subjects.

Also, station officials say WKNO's lessons in reading and writing which begin October 8 are the first use of ETV to teach these basic skills anywhere in the country. If the station can teach a few thousand adults of their area to read - people who for economic or other reasons didn't have the chance to learn when they were young - it will be a wonderful thing. Spreading the news of this program by word of mouth, the station hopes some who need the lessons will be able to take advantage of them.

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Another film series of 13 half-hour programs put out by the ETRC is "American Art Today." Malcolm Preston of the Fine Arts Dept. at Hofstra College in New York is host. An artist in his own right, Dr. Preston uses originals and prints as visual aids to trace many art modes in their American development.

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The Mohawk-Hudson Council on ETV in cooperation with the Schenectady County Public Library in Schenectady, N.Y., is presenting a series of great books discussion programs on WRGB, Schenectady. The series "Let's Think for Ourselves," will be presented every Thursday, Sept. 10th through Dec. 7th. The discussions will be completely unrehearsed and should be provocative and stimulating. The books discussed will include Plato's "Apology and Crito," Aristotle's "Ethics and Politics," "The Declaration of Independence," Machiavelli's "The Prince," Shakespeare's "Hamlet" and others.

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Tapes containing interviews with leading world scholars working on the Dead Sea Scrolls have been brought back from all over the world to serve as raw material for a series of radio broadcasts the NAEB is underwriting. Professor Menahem Mansoor returned with the tapes in September to WHA-TV, Wisconsin, from his expedition to Israel and leading world cities. The tapes were made for Mansoor with the help of the BBC, Radio Israel and Italian Radio (RAI).

-- Inter-Com, September, 1956

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The NAEB has scheduled a 12 program series of 15-minute programs recorded in Tokyo by writer-producer John Lerch and titled "Report from Japan." The taped series, to be released this fall over NAEB stations, is made up of discussions with political and artistic leaders and is designed to shed light on the basic problems of Japanese life and economy. Mr. Lerch is in Japan as radio production supervisor with the Voice of the UN Command.

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A beginning course in speaking French is currently aired over WGBH-TV, Cambridge, Mass., each Monday and Wednesday. The programs combine films of a written text and a teacher's voice. The technique was developed at Harvard.

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T.S. Eliot, St. Louis-born poet and Nobel prize-winner, was featured on "Guest Speaker" on WILL, University of Illinois, September 30. Eliot, one of the most influential writers of modern times, is best known for his poetry, "The Wasteland," and his drama, "The Cocktail Party."

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New programs on WTVS, Detroit, are aimed at doctors, parents and teachers. Doctors will be interested in "For Doctors Only" and "For Doctors and You." Teachers will tune in to the University of Detroit's three-credit course on methods of teaching geography and "Memo to the Teacher." Parents can view "Cooperative Nursery Schools."

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A series of live dramatic telecasts on law subjects is being presented over WQED, Pittsburgh, this fall. The 13 weekly half-hour programs started September 19th. They are intended to make the public aware of how Pennsylvania law is applied to different, common problems - such as wills and estates, auto accidents, marital relations, child custody and buying property.

Again this fall WQED is presenting "Charming Children," a TV kindergarten class for pre-schoolers. This program is very popular with Pittsburgh mamas, as they can actually watch their child learn. Also, parents don't have to brave the elements, worry about a car pool, or have the child miss sessions because of a cold.

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An intriguing set of brain teasers presented by M.I.T. Professor Eugene Boehme over WGBH-TV, Boston, has created a serious state of mental unrest in the surrounding area. A flood of letters, telegrams and post cards followed the program where viewers were showed a dozen puzzles that could logically be worked out by anyone. All correspondents begged for the answers to restore their peace of mind. Some submitted problems of their own for Professor Boehme to try. A telegram from Chicago read, "Received your answers to puzzles. Now please send professor."

AWARDS

Opportunities to study in France during 1957-58 are available to American college graduates under the United States Government international educational exchange program. In addition to French language and literature, music and fine arts, France offers rich facilities for study in the natural sciences.

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The Schenectady branch of the American Association of University Women received the 1956 Community Service Award for their part in "TV Schooltime," viewed over WRGB, schenectady, N.Y. The $100 award was made for the series of programs "Book Trails" that the organization sponsored.

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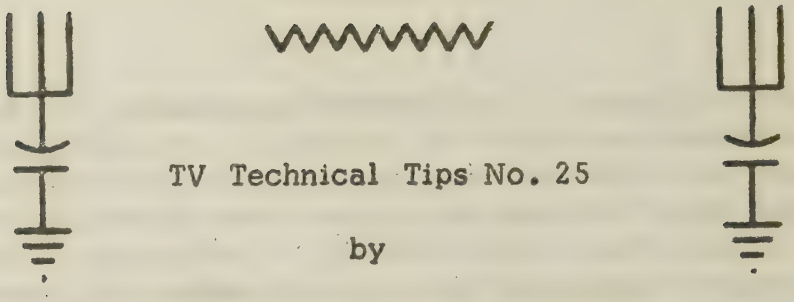
RCA will award 20 fellowships and 33 scholarships to 53 students this fall. Under the provisions, $117,900 will be distributed among 30 or more colleges and universities in 20 states and the District of Columbia.



TV Technical Tips No. 25

by

Cecil S. Bidlack, NAEB TV Engineer

The Sixth Annual Fall Broadcast Symposium sponsored by the IRE Professional Group on Broadcast Transmission Systems was held in Pittsburgh September 14 & 15. In all, twenty papers of interest were presented, mainly to television station engineers. These papers will be published in the "Transactions" of PGBTS by the Institute of Radio Engineers around the first of next year.

Contrary to the often expressed opinion that IRE members speak only in mathematical equations, the papers presented covered some very practical problems in TV operation from sawtooth testing of audio amplifiers to video tape recording.

WBAL-TV has developed a method of preventing burn in on image orthicon tubes from which they expect to obtain a 25% increase in life of camera pick up tubes discarded for burn in. In essence their system employs a clock motor and a cam which rocks the lens turret, moving the image on the target of the image orthicon. The same motor also rocks a vernier of the horizontal centering control so there is no shift in centering on the camera.

The experience of WWSW in the use of non-rigid transmission lines was outlined. These lines are made in all sizes up to 6 1/8" and are lighter in weight than rigid copper lines with their fittings and bullets every twenty feet. They also offer the advantage of a continuous length of line from transmitter to antenna. The 6 1/8" line made in Germany, can be obtained in 1000 foot lengths, although transportation of this cable becomes a major problem since the length is wound on a reel with an outside diameter of 21 feet.

Three papers were presented on field strength measurements of TV stations, one on color television recording on lenticular film and one on video tape recording. A four man panel, which included Duane Weise of WTTW, discussed the development of TV studio facilities. The mobile TV monitoring unit of the FCC was demonstrated and a paper presented which discussed the equipment it contains. Other papers included automatic gain and video level controls, the reduction of co-channel interference, remote control of high power and directional antenna systems and color TV equipment measurements with a demonstration of the test signals used.

One hundred twenty two were registered for the two days' sessions from a total of 1034 included in this IRE group. One of the registrants was from an ETV station although NAEB and JCET were represented.

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WQED has recently added a second studio and a master control to permit more flexible operation. A new 25 kw. RCA amplifier has been added to their transmitter to increase effective radiated power from 25 to 138 kw. Their full time technical and operational staff has been increased, too, to cover an expanded program schedule.

Two of the WQED TV cameras have been modified by Telecam, Inc. of 117 Fourth Avenue in Pittsburgh so it is possible to film TV programs simultaneously. A science program is being filmed in color requiring light levels in the neighborhood of 1000 foot candles.

A common lens system is being used with the light split in a mirror system so the major portion goes to the film cameras. The position of the image orthicon in the camera is fixed in the modification with focussing accomplished by moving the lens turret. The film cameras are self blimped and run continuously during the program. A monochrome kinescope recording is made for editing purposes, and sound is recorded on magnetic film.

The film cameras are mounted on the right side of the TV camera with the right camera cover removed. This permits access to all tubes in the video strip. We talked to Warren Smith and Bob Ferber of Telecam, Inc. who stated the TV camera can be connected back to normal

operation in 10 minutes. They envision a need for the Telecam system of filming in educational stations and will lease the equipment to others.

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Over 100 television engineers attended the 23rd Television Technical Training Program September 17-21 at the RCA Plant in Camden, New Jersey. Individual commercial and educational television stations, the armed services, three networks and several consulting engineering firms were represented. Educational television representatives were Ed Graham of the University of Georgia at Athens, Ga., Floyd Mallott of Indiana University, Prof. H.S. Heim of Purdue University and the writer. Representatives from Japan, Canada, Austria, Cuba and Colombia were also present to hear development engineers outline the latest technical features of RCA equipment.

Two days were devoted to television studio equipment, one half day to audio, one day to transmitters, one to antennas and transmission lines and a half day Laboratory tour to see much of the studio equipment in operation.

Future developments in television equipment were outlined by M.A. Trainer, Administrator, Broadcast Systems Planning, along the following lines.

1. Increased use of transistors to replace vacuum tubes
2. Improvement of light sensitivity of vidicon camera tubes
3. Video recording improvement
   a) Lenticular film for color
   b) Video tape before January 1, 1957
4. A single pick up tube live color camera
5. Automatic programming
6. Widespread closed-circuit Television applications

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While in Camden we were able to visit the WHYY-TV studios in Philadelphia. Their equipment was beginning to arrive with the first live camera on hand and the initial delivery of transmitting equipment. Their tower, antenna and transmission line are in place. The station

will be located in the building formerly occupied by WCAU and WCAU-TV and, when alterations are complete, will have a fine educational FM radio and television plant. Channel 35 expects to be on the air in late October with the FM transmitter now in operation.

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The NAEB Engineering Service has secured two very fine papers on kinescope recording which we are mailing to the chief engineers of all ETV stations and production centers with kinescope recording equipment. One of these is a reprint from the January, 1956 SMPTE Journal "Television Studio Practises Relative to Kinescope Recording" by Harold Wright of the Canadian Broadcasting Corporation. The other, "Standardization and Control of the Kinescope Recording Process," is by Rodger Ross, also of the CBC. The CBC has kindly granted us permission to reproduce Mr. Ross' paper presented before the Rochester Section of the SMPTE May 15, 1956.

We believe our list of those operating kinescope recorders is fairly complete. If we missed anyone we hope you'll let us know so we can mail you these papers. Since we have a limited number of reprints, we cannot make general distribution of the first. The second we have mimeographed and will be glad to mail it to anyone who requests a copy.

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We recently received a copy of the General Electric brochure "The Care, Handling and Adjustment of Image Orthicons." This brochure contains many suggestions to help you obtain maximum efficiency and longer life from your image orthicons. If you did not receive a copy, write to the Tube Department, General Electric Co., Schenectady 5, New York.

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Congratulations to George Murphy of the Auburn studios of the Alabama Educational TV Network! He recently received his professional engineering license to practise in the state of Alabama.

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